

ORDER



Orders
Order / Rev: 197313
Alt Order #: 06839734
Product Desc: 8/21-8/27 SCOTT RIGELL
Estimate: 2725
Flight Dates: 08/21/12 - 08/27/12
Original Date / Rev: 08/09/12 / 08/09/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: American Media & Advocacy Group
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Rigell for Congress (R)
Demographic: A35+
Product Codes: PL1
Priority: P2
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: SP10547
Agency External ID: IN16043/SP10305

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	5	\$1,375.00	\$1,168.75
08/27/12	08/27/12	1	\$100.00	\$85.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	5	\$1,375.00	\$1,168.75	0.00
September 2012	1	\$100.00	\$85.00	0.00
Totals	6	\$1,475.00	\$1,253.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	11%	\$1,475.00
Market	100%	\$13,409.09

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	41%	\$5,497.73
WGNT	1%	\$134.09
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	21%	\$2,815.91
WTVZ	2%	\$268.18
WVEC	24%	\$3,218.18

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	08/25/12	08/25/12	MLB on Fox MLB on Fox	CM	MLB on Fox	-----S-	:30	2	\$350.00	P1	0.00	NM	2	\$700.00
FOX SATURDAY BASEBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-			2			\$350.00		0.00			
E 2	WVBT	08/25/12	08/25/12		CM	1045-11p	-----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00

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WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sa 1045-11p										
				Fox Sportswrap Sat										
SPORTSWRPWKND														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$300.00		0.00			
E 3	WVBT	08/26/12	08/26/12	Su 1045-11p	CM	1045-11p -----S	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
				Fox Sportswrap Sun										
SPORTSWRAPWKND														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$300.00		0.00			
E 4	WVBT	08/21/12	08/24/12	M-F 9-10a	CM	9-10a -TWTF--	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
				The Nate Berkus Show										
NATE BERKUS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-TWTF--				1	\$75.00		0.00			
E 5	WVBT	08/27/12	08/27/12	M-F 12-1p	CM	12-1p M-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
				America's Court										
AMERICA'S COURT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----				1	\$100.00		0.00			
												Totals	6	\$1,475.00